



# Grow your business with Cisco IT solutions

Small Business Buyer's Guide

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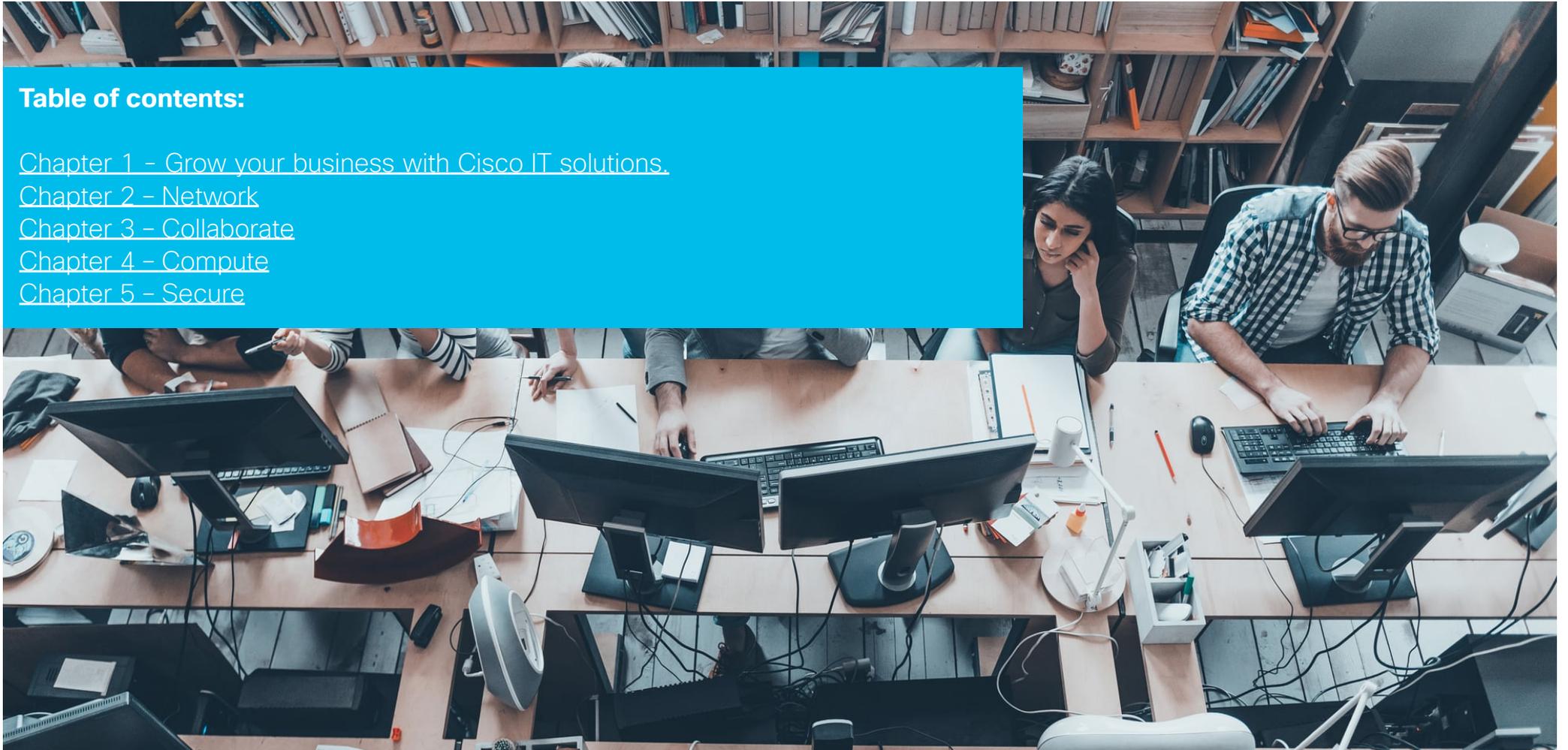
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# Grow your business with Cisco IT solutions

Chapter 1

# You want your business to grow. Be profitable. And stay competitive.

Having a robust network is key to your success, and Cisco is the worldwide leader in networking technology. Our Small Business portfolio delivers the reliable, scalable, and highly secure IT infrastructure that your business needs.

Your IT teams have to keep your infrastructure up and running, while reacting to urgent demands, and implementing new technologies – often with limited staff. [Cisco Small Business solutions](#) help by keeping you one step ahead of this constant grind.

The result: IT resources are freed up, so you can focus on higher-value projects.

## Meet your business and IT goals

Cisco and our partners can help you meet your top business and IT challenges more cost-effectively.

- **Business growth:** Get the right solutions to capitalise on new revenue opportunities and [grow your business](#). With Cisco, your IT teams can get network connectivity and services up and running quickly. You gain the flexibility, scalability, and simplicity that you need to support key business initiatives and innovations
- **Customer experiences:** Technology is changing your customers' expectations. They want faster service, immediate access to information, and a better customer experience. Our solutions help you provide innovative and compelling experiences to your

customers, clients, patients, or citizens

- **Workforce productivity:** Network access is critical to [productivity](#). Our simplified mobile, virtual, and cloud solutions make network access, virtual desktops, collaboration, and communication available anywhere, anytime, on any device. All while keeping your network highly secure and easy to manage
- **Efficiency and cost reduction:** Your business can suffer when your infrastructure doesn't keep pace with growth. Outdated networks, data centres, communications, or applications can reduce efficiency and increase security risks. Our solutions help make your [infrastructure more efficient](#) and cost-effective, without placing extra burdens on your IT staff

**Security and compliance:** You are on the

- **Security and compliance:** you are on the front line of protecting your company's data for your business, customers, partners, and employees. Traditional security measures aren't enough to stop today's advanced threats. We help you protect your organisation from advanced malware and [secure your network](#) from targeted attacks. We and our partners can work with you to perform an assessment and select the right offering
- **Cost-effective solutions and services:** We and our partners can simplify the selection, deployment, and management of your infrastructure, applications, and tools. Our solutions deliver operational efficiencies that free up your IT resources

Our comprehensive portfolio is backed by a significant R&D investment. We also offer flexible deployment options to meet your needs, whether on your premises, with managed services, or in the cloud.



Total solution financing at 0%: Technology investment is likely to be just one of many priorities that compete for your budget. So free up valuable cash, by bundling the cost of your entire Cisco solution over 3 years, interest-free. This includes hardware, software, services and subscription costs – with the option to add more solutions as your business grows. [Find out](#) how affordable it could be.



# Partners you can trust

Most businesses depend on partners for IT expertise, staffing, and support. That's why we've made significant investments in our global network of partners.

They make it easy to choose, deploy, and manage your IT, so you can focus on your business. They'll work with you to understand your unique needs and select the right solutions and services. They can order smart managed services to simplify your IT operations and provide you with more options to meet user demands and grow your business. They can also help you manage and reduce risk as they work with you to make your network more secure, efficient, and resilient.



# Network

## Chapter 2



# Networks are more complex than ever.

Networks are more complex than ever, and the demands placed on them continue to increase. So businesses need a platform that supports automated tasks, simplified management, and flexible migrations.

Our [network infrastructure solutions](#) – which are part of the [Cisco Digital Network Architecture](#) – help streamline IT and promote new business opportunities with an open and programmable approach to networking. With our award-winning network infrastructure that includes support for the [Internet of Things \(IoT\)](#), networked connections are now even more relevant and valuable.

- **Switching:** [Cisco Catalyst®](#) switching and [Cisco Unified Access<sup>M</sup>](#) solutions provide a converged network platform that is simple, smart, and highly secure. This approach results in a streamlined network that requires less effort to maintain and grow, as new demands like increased mobility or software-defined-networking (SDN) arise. Converge wired and wireless on a single platform, gain advanced security across your network, and support the bring-your own-device (BYOD) trend
- **Routing and WAN:** [Cisco Intelligent WAN \(IWAN\)](#) can help your business deliver an exceptional user experience over any transport: Multiprotocol Label Switching (MPLS), direct Internet, or hybrid WAN. Cisco IWAN provides an application-aware network to efficiently deliver critical business applications and increase productivity. You can gain significant savings and help reduce branch infrastructure costs

## Business growth made simpler

The Cisco Meraki™ cloud solution enabled Baraka Retail Group to rapidly expand, while simplifying network management and cutting costs.

[Discover how >](#)

- **Wireless:** Our affordable mobility, on-premises managed, and cloud-managed solutions, such as [Mobility Express](#) and BYOD, help you connect mobile devices to your network more quickly and securely. With [Cisco Connected Mobile Experiences \(CMX\)](#), you can better understand your customer and engage them more effectively with location-based services. Your organisation can reap all the productivity and customer satisfaction benefits of fast and highly secure mobile access, with less risk



## A success story run through the cloud

Software developer LeanIX creates, sells and deploys its products online, so it needs stable, efficient cloud networking – which Cisco Meraki™ delivers.

[Discover how >](#)

# Collaborate

Chapter 3



# Working together, people can achieve extraordinary things.

Working together, people can achieve extraordinary things. Improve collaboration in your organisation with easy-to-use and easy-to-deploy solutions that empower people to engage and innovate, anywhere and on any device.

Our flexible, right-sized, right-priced [collaboration solutions](#) help improve teamworking, enhance workforce mobility, reduce costs, speed up decision making, and enhance customer relationships.

**IP phones and collaboration endpoints:** Our broad portfolio of exceptional [IP phones including Multiplatform Phone and collaboration endpoints](#) lets you mix and match desktop phones, mobile apps, video conferencing systems, and digital whiteboards to fit your exact needs.

Whether individually or in teams, your employees can work from anywhere and turn any space into a collaborative workspace. Now with great audio and integration provided by the Cisco Headset 500 Series.

**Cloud collaboration solutions:** [Cisco Webex®](#) makes working together what it should be—intuitive. People connect without effort. Experiences stay consistent on every device so every team member feels fully included. Content moves freely and work flows smoothly.

Teams stay connected and move work forward after the meeting ends. At the same level of security and performance they need to be at their best, always.





**Premises-based collaboration solutions:** Our pre-packaged solution, [Cisco Business Edition 4000](#), provides essential voice-over IP telephony and voicemail for smaller businesses with up to 200 phones. Meanwhile the [Cisco Business Edition 6000](#) offers premium voice, video, mobility, messaging and presence, and contact centre capabilities for up to 1,000 users. If you expect to grow beyond 1,000 users or need a large on-premises deployment, consider the Cisco Business Edition 7000.

**Customer care:** [Cisco Unified Contact Centre Express](#) delivers a highly secure, multi-channel customer contact solution that helps you interact with—and keep—customers.

### **How collaboration builds business**

Business has grown fast for Tribes Inspiring Workplaces, which provides premium, rentable workspaces. Clients benefit from Cisco Webex® remote teamworking tools, Cisco Meraki™ cloud connectivity and more.

[Discover how >](#)

# Compute

Chapter 4



# The right business computing platform

You likely already use software as a service (SaaS) and public cloud infrastructure to support your daily operations. You just consume the resources you need and pay on a monthly basis. But the more you consume, the higher the cost. Instead, you can run your business computing more efficiently using your own private or hybrid cloud.

We can help you get the freedom to choose the best models for you.

Cisco empowers organisations with the choice and flexibility to run any traditional and cloud-native applications, using converged and hyperconverged infrastructure solutions that can be deployed across on-premises, managed, and public clouds.

This architectural approach ties analytics, simplicity, automation, and protection (ASAP) tightly with a

consistent policy across a hybrid cloud built with industry-leading data centre networking, security, converged infrastructures, and software-defined solutions.

**Data centre networking:** Meet the new demands that mobile users, virtualised servers, applications, and clouds are placing on your data centre. Cisco data centre switches use a fabric architecture that delivers improved operational efficiency and flexibility. This gives you increased performance, visibility across all resources, and support for innovation and growth.



## Driving business with cloud analytics

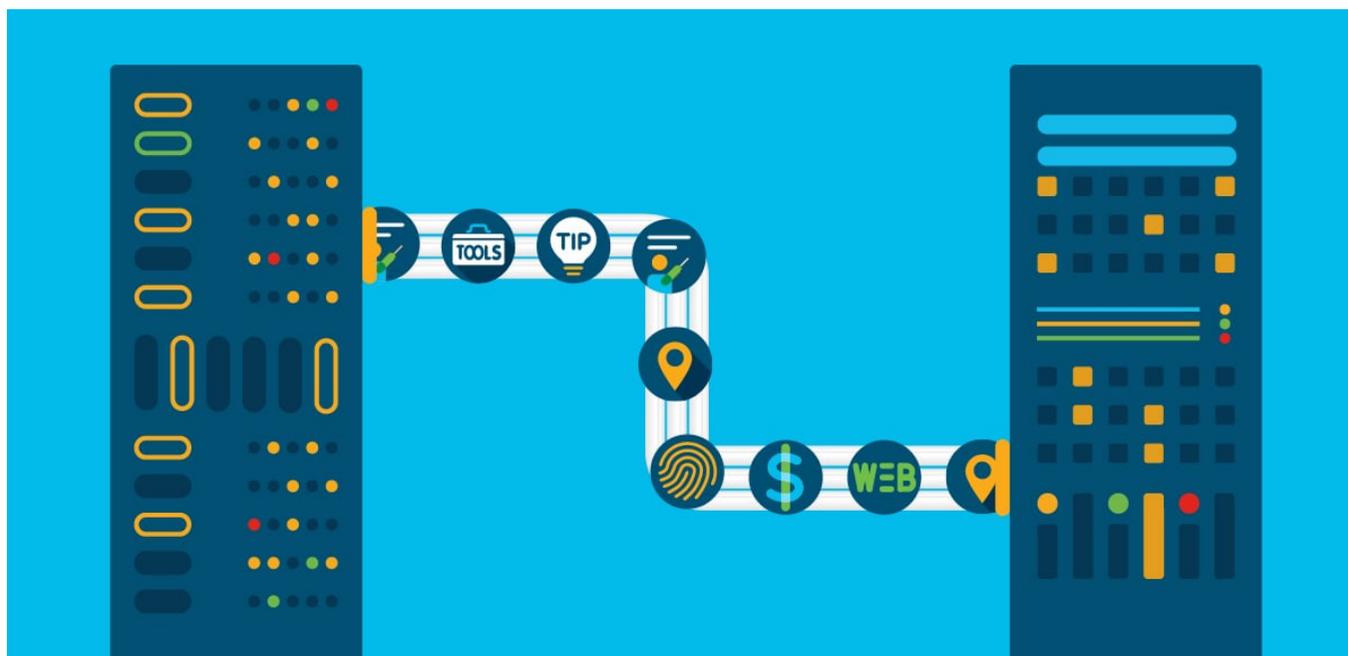
To fine-tune the customer experience across its stores, high-end tailor Eton uses detailed shopper profiles generated by the Cisco Meraki™ cloud platform.

[Discover how >](#)

**Unified computing:** Simplify data-centre operations and create a platform to support your physical, virtual, and cloud computing needs. [Cisco Unified Computing System™](#) (Cisco UCS) servers help you improve data centre management, increase operational speed, and reduce TCO.

**Integrated infrastructure:** Cisco is recognised by Gartner and IDC as a leader in the integrated systems market segment. Evolve your data centre with [Cisco UCS Integrated Infrastructure](#) to deploy and scale applications faster, drive revenue, lower TCO, and reduce risk.

**Data centre security:** Your data centre is critical to the success of your business. Protect it with specialised, best-in-class security that doesn't restrict agility or performance. The [Cisco Secure Data Centre](#) solution gives you integrated protection and dynamic, intelligent control to defend against today's sophisticated attacks.



### The network that looks after itself

By teaming its new cloud offering with Cisco Application Centric Infrastructure (ACI), which automates network functions, Hutchinson Networks helps clients cut their IT management costs.

[Discover how >](#)

# Secure

Chapter 5



# Your business needs robust security solutions.

Your business needs robust security solutions to protect your customer and business data from cybersecurity threats. Until now, security leaders have taken one of two approaches: reluctantly settling for weaker, but manageable unified security solutions, or deploying stronger, disparate solutions that don't fit or work together.

These approaches create gaps, management headaches, and inefficiencies that attackers can exploit. In addition, point solution features often overlap, with redundant costs for unnecessary security functionality.

Small business organisations need security that's effective and simple. Cisco offers suitable security solutions that are accessible everywhere and on every device – from the network to the cloud. We make security less complex, providing a best-of-breed portfolio that's tailor-made and designed for seamless integration.



**Firewall security:** Stay ahead of emerging threats and gain collective security intelligence. [Cisco Firepower next-generation firewalls](#) provide an integrated, single-box solution with superior threat prevention and mitigation for both known and unknown threats.

**Email and web security:** [Cisco Email Security and Cisco Web Security](#) solutions offer industry-leading, real-time threat defence. Protect your organisation from web and email-borne threats and help secure your network from targeted attacks.

**Cloud security:** Cisco cloud security provides effective, powerful security and control so you can adopt the cloud with confidence. Gain visibility and protection everywhere for your users, data, and the applications you buy or build. And with Cisco's cloud-managed security, you get policy enforcement and threat intelligence that's simple to use.

**Advanced malware protection:** [Cisco Advanced Malware Protection \(AMP\)](#) combines prevention, continuous monitoring, and response capabilities in one security technology to defend against, and rapidly respond to, today's most advanced attacks on the network, web, email, and endpoints.

**Data centre security:** Our [Secure Data Centre Solution](#) gives you scalable protection, adaptability, and flexibility that's dynamic and responsive to your business. You get rapid provisioning, increased performance, and security intelligence integrated into the fabric of your data centre.

**Secure mobility:** [Cisco AnyConnect® Secure Mobility](#) offers not just outstanding VPN services, it also provides security policy enforcement that is context-aware, comprehensive, and pre-emptive. Add Cisco Umbrella Roaming for seamless endpoint protection, on or off the network.

**Secure access:** The [Cisco Identity Services Engine \(ISE\)](#) offers identity and access control that gathers real-time contextual information from networks, users, and devices. Now you can make proactive network governance decisions to enforce intelligent, highly secure access policies across your wired and wireless networks.

**Security intelligence:** Threat intelligence expertise can analyse and protect against both known and emerging threats. [Talos™](#) develops threat intelligence for Cisco security solutions, using a sophisticated infrastructure and systems that analyse unrivalled telemetry data from Cisco and our robust open source community.



## Technical support services

Far beyond basic warranty coverage, Cisco technical services provide you with the expertise and extensive resources needed to evolve and grow your network and your business. Our award-winning hardware and software support protects business continuity, improves operational efficiency, and increases IT agility.

With [Smart Net Total Care](#)® (SNTC), you can reduce downtime with our fast, 24x7 expert technical support and flexible hardware coverage provided by the Cisco Technical Assistance Centre (TAC). This proactive support provides hardware replacement in as little as two hours, allowing you to focus on your business. It also offers integrated smart capabilities that provide current, actionable information about your installed base, contracts, and security alerts to help make your support workflows more efficient.



**Software Support Services (SWSS):** Our [Software Support Services](#) help you maximise the performance of your Cisco software and mitigate security risks by keeping your software up to date with the latest features, functionality, and security updates. They'll help you resolve software issues quickly and include maintenance, minor updates, and major application upgrades for Cisco ONE and Cisco Collaboration software to protect your investments.

## Making education available - and secure - for all

Talis Business School in France offers campus-based courses as well as distance learning. It uses Cisco Umbrella™ proactive security to support the free exchange of information and a bring-your-own-device (BYOD) policy.

[Discover how >](#)

## Why Cisco for your business?

At Cisco, we believe the network is key to the success of your business. We've been leading the way in networking for over 30 years. We deliver an affordable, reliable, and secure infrastructure to meet your needs.

Our [Small Business solutions](#) are simple and easy to deploy, manage, and scale. They are supported by a global network of trusted and highly skilled partners. Together with our partners, we provide

you with the visibility and insight you need to improve your customer experience, fuel innovation, maximise efficiency, and minimise risk.

With Cisco, you gain peace of mind and investment protection through best-in-class TCO to support your business, your way.



## Stay ahead of the curve

Staying ahead of market trends is vital to the success of your business. So how is your IT team addressing these top trends?

**Cloud:** Clouds offer flexible, on-demand IT service delivery. Moving to the cloud could give you more options to meet user demands and grow your business. We and our partners can help you enhance your business with public, private, or hybrid clouds. The choice is yours.

**Risk reduction:** Your IT teams need to meet compliance requirements and implement new technology, all while keeping the infrastructure highly secure. We provide the IT security, resilience, and investment protection you need. Our partners can help you choose the right products to protect your network, secure your data, and reduce risk to your business.

**Mobility:** Engage in today's mobile world of multiple devices and BYOD, anytime, anywhere. Create flexible work environments. Instantly gain access to the information you need and improve productivity across departments, locations, and time zones.

We can help keep your business on the move while helping to secure your data, devices, and infrastructure.



Interested in Cisco Small Business solutions?

# Request a call from sales

Please fill out the form and learn how Cisco could help your business. (Yes, we know it's long but we need this information to provide you the best experience).